

**Policies & Procurement Committee
March 12, 2009, Meeting**

Draft Minutes

Members Present: Raymond O'Brien, Committee Chairman (present by telephone)
Theodore Martland, Vice-Chairman (present by telephone)
James Miron (present by telephone)

CRRA Staff Present: Tom Kirk, President
Laurie Hunt, Director of Legal Services
Trevor Nichols, Senior Operations Analyst
Paul Nonnenmacher, Director of Public Affairs (present by telephone)
Virginia Raymond, Senior Operations Analyst
John Romano, Project Manager
Moira Kenney, Secretary to the Board/Paralegal

Chairman O'Brien called the meeting to order at 9:45 a.m. and noted that a quorum was present.

Chairman O'Brien requested that everyone stand for the Pledge of Allegiance whereupon the Pledge was recited. Noting that there were no members of the public present for comment, Chairman O'Brien stated that the regular meeting would commence.

1. **APPROVAL OF MINUTES OF THE FEB. 12, 2009, POLICIES & PROCUREMENT COMMITTEE MEETING**

Chairman O'Brien requested a motion to accept the minutes of the Feb. 12, 2009, Policies & Procurement Committee meeting. The motion was made by Vice-Chairman Martland and seconded by Director Miron.

The minutes were approved by roll call. Director Miron abstained as he was not present at the prior meeting.

2. **REVIEW AND RECOMMEND FOR BOARD APPROVAL RESOLUTION REGARDING REQUEST FOR SERVICES FOR SINGLE-STREAM RECYCLING MARKETING AND PUBLIC RELATIONS CAMPAIGN**

Chairman O'Brien requested a motion on the above-referenced item. Director Miron made the motion, which was seconded by Vice-Chairman Martland.

RESOLVED: That the President is hereby authorized to approve a Request for Services with Pita Communications LLC for services associated with CRRA's single-stream recycling marketing and public relations campaign substantially as presented and discussed at this meeting.

Chairman O'Brien asked Mr. Nonnenmacher to include the means by which the success and/or progress of this campaign will be recorded. He said a baseline for the targeted area should be used.

Vice-Chairman Martland asked where the sorting for single stream takes place. Mr. Nonnenmacher said that the separation is not done by the homeowner or the collector as the paper and the cardboard are sorted from the cans and bottles at the processing center using rotating disks. Mr. Nonnenmacher explained the disks are perpendicular to the ground and sift the fiber from the containers.

Chairman O'Brien said the tonnage coming in can serve as the baseline for measuring success. Mr. Nonnenmacher said that it will be easy to measure as CRRA has excellent tonnage figures of its recyclables. Chairman O'Brien said this \$90,000 expenditure needs to be justified and that figures for improvement as well as the current tonnage should be distributed to CRRA's customers.

Vice-Chairman Martland asked if single stream could lower the tip fee. Chairman O'Brien said it may allow for recycling rebates if the market covers that.

Director Miron asked which radio stations would be used for the on-air campaign and how many buys would be covered by the \$90,000.00. Mr. Nonnenmacher said Pita Communications' radio buyer is currently in negotiations with radio stations and that an exact figure is currently unknown. He said he does know that radio stations' advertising is significantly reduced as a result of the current economy. Mr. Nonnenmacher said in addition to discounting the spots radio stations are willing to schedule on-air interviews during drive-time programs and during Sunday morning shows. Mr. Nonnenmacher said that this would enhance credibility for CRRA as CRRA would seem more newsworthy.

Mr. Nonnenmacher said that although it can't be measured the radio advertising will help to create a positive image concerning CRRA as it is promoting single stream. He explained in an environment where promoting the environment is a goal for many companies this will help to create a positive message and image for CRRA concerning the green effort.

Director Miron said that it is great that CRRA will start branding itself as Connecticut's recycling leader. He said that he was in support of this resolution. Director Miron asked if cable television, or other media outlets and direct mailings were explored. Mr. Nonnenmacher said that management did not explore these options for this campaign. He explained an earlier campaign for Phillip De Bag explored television however, the costs were substantially higher. He added that radio also has the benefit of a captive audience. Director Miron asked that the buy times be presented to the Board for their review.

Chairman O'Brien said if the expected reduction in radio costs was as high as management had anticipated that the entire \$90,000.00 may not be needed. Director Miron said that he believed the entire amount would most likely be needed. He explained costs for radio buys are high.

Mr. Nonnenmacher said that management is looking at stations that reach the entire Mid-Connecticut Project service area. He said in order to reach towns on the perimeter some of the more expensive stations may be utilized.

Chairman O'Brien said that the single-stream information needs to be integrated into the education program at the Garbage and Trash Museums. Mr. Nonnenmacher said the educators have been talking about single stream since September 2008. He said concerning costs that trying to reach an audience of 70 towns with a population of 1.2 million that the proposed \$90,000.00 is actually quite low.

The motion previously made and seconded was approved unanimously by roll call.

3. **REVIEW AND RECOMMEND FOR BOARD APPROVAL RESOLUTION REGARDING THE PURCHASE OF THREE HIGH SPEED RUBBER ROLL UP DOORS FOR THE MID CONNECTICUT WASTE PROCESSING FACILITY**

Chairman O'Brien requested a motion on the above-referenced item. Vice-Chairman Martland made the motion, which was seconded by Director Miron.

RESOLVED: That the President is hereby authorized to execute an agreement for three (3) New M & I High Speed Rubber Roll-up Doors from BODE Equipment Company for use at the Mid-Connecticut Waste Processing Facility, substantially as presented and discussed at this meeting.

Chairman O'Brien said that the write-up was well done. He asked why one of the old steel doors is not being replaced. Mr. Romano said the steel door is in an area that is not used very often and as it is functional it does not currently need to be replaced.

Chairman O'Brien asked that the historical cost of maintenance over the past three years on the doors which are being replaced be included in the write-up. Mr. Romano agreed.

The motion previously made and seconded was approved unanimously by roll call.

4. **MOTION TO ADD A DISCUSSION ITEM TO THE AGENDA**

Chairman O'Brien requested a motion to add a discussion item to discuss a possible RFS for feasibility of future Mid-Connecticut options. Vice-Chairman Martland made the motion, which was seconded by Director Miron.

The motion to add a discussion item to the agenda was approved unanimously by roll call.

Chairman O'Brien added the Committee wished to congratulate Director Damer on the new additions to his family. The Committee wholeheartedly agreed.

5. **DISCUSSION OF POSSIBLE RFS FOR FEASIBILITY OF FUTURE MID-CONNECTICUT OPTIONS**

Ms. Raymond said that management wished to make the Committee aware that senior management has given various staff member the responsibility of examining various operational and business scenarios related to the Mid-Connecticut Project facility going forward. She explained in order to put together the necessary materials (such as pro-formas and analysis) management will be seeking the outside assistance of Dvirka & Bartilucci Consulting Engineers, which are currently under contract by CRRA through the three-year engineering procurement process.

Ms. Raymond said that management has been working with Divirka over the past couple of weeks refining the scope of services. She said the first draft of the RFS is currently being reviewed and will be brought to the Board this month. Chairman O'Brien asked that any first drafts be sent to him for review prior to the Board meeting.

Vice-Chairman Martland asked what Divirka would be doing. Ms. Raymond explained that they will assist CRRA is developing pro-formas as they have substantial experience with regards to transportation, rail, and transfer stations and have exposure through their work with other firms.

The Committee was unanimous in their agreement that this item come before the full Board.

6. EXECUTIVE SESSION

Chairman O'Brien requested a motion to enter into Executive Session to discuss pending litigation, real estate acquisition matters, and RFP responses. The motion made by Vice-Chairman Martland and seconded by Director Miron was approved unanimously. Chairman O'Brien requested that the following people remain for the Executive Session, in addition to the Committee members:

Tom Kirk
Laurie Hunt, Esq.

The Executive Session commenced at 9:45 a.m. and concluded at 10:20 a.m. Chairman O'Brien noted that no votes were taken.

The meeting was reconvened at 10:21 a.m., the door was opened, and the Board secretary and all members of the public (of which there were none present) were invited back in for the continuation of public session.

7. REVIEW AND RECOMMEND FOR BOARD APPROVAL RESOLUTION REGARDING THE AUTHORIZATION FOR PAYMENT OF PROJECTED ADDITIONAL LEGAL EXPENSES

Chairman O'Brien requested a motion on the above-referenced item. Vice-Chairman Martland made the motion, which was seconded by Director Miron.

WHEREAS, CRRA has entered into Legal Services Agreements with various law firms to perform legal services; and

WHEREAS, the Board of Directors has previously authorized certain amounts for payment of fiscal year 2009 projected legal fee; and

WHEREAS, CRRA expects to incur greater than anticipated legal expenses in connection with Mid-Connecticut Project matters;

NOW THEREFORE, it is RESOLVED: That the following additional amount be authorized for payment of legal fees and costs to be incurred through June 30, 2009:

<u>Firm:</u>	<u>Amount:</u>
Kainen, Escalera & McHale	\$175,000

The Committee discussed the above motioned resolution in detail during Executive Session.

Director Miron asked if these expenditures were anticipated. Ms. Hunt said they were anticipated and concerned legal fees and the actuarial help that will be retained through counsel.

The motion previously made and seconded was approved unanimously by roll call.

8. INFORMATIONAL

Chairman O'Brien said that there were no cumulative contracts to review under the exception to the competitive process.

ADJOURNMENT

Chairman O'Brien requested a motion to adjourn the meeting. The motion made by Director Miron and seconded by Vice-Chairman Martland was approved unanimously by roll call.

The meeting was adjourned at 10:24 a.m.

Respectfully submitted,

Moira Kenney
Secretary to the Board/Paralegal